

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/6

Advertiser Making Request: Jay Nixon

Political Party or
Nature of Advertising Message: Democrat - Mo Governor

Flight Dates: 8/7 - 8/13

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Campaign Group-Philadelphia
1600 Locust St
Philadelphia, PA 19103

Contract # 1350965

Schedule Dates

08/07/12-08/13/12

Advertiser

Jay Nixon Campaign (73269)

Agency

Campaign Group-Philadelphia (4642)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

JAY NIXON (466132)

Salesperson

Millennium/PHL, Philadelphia (1103)

Sales Office

Millennium Philadelphia

Buyer Name

CABANIEL, LISA

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Standard

Comments

JAY NIXON
JAY NIXON FOR GOVERNOR
REP-FRAN BROWN

Date Entered

08/06/12

Last Modified

08/06/12

Entered By

Rita Schmidgall

CO-OP

No

Headline

ECR09783853

Demo

A35+

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$42.00

Net Total

\$238.00

Sales Tax

St Louis (KDNL)

By Broadcast Month

Aug. 2012

Grand Total:

Spots

5

Rate

\$280.00

\$280.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/07/12-08/09/12	3	:30	7A- ABC-Good Morning America			1	1	1				3	\$40.00	\$120.00	St Louis (KDNL)	GMA	8/6/12
2.0	Normal Line / SPOT (2)	08/10/12-08/10/12	3	1:00	7A- ABC-Good Morning America						1			1	\$80.00	\$80.00	St Louis (KDNL)	GMA THIS IS A 60	8/6/12
3.0	Normal Line / SPOT (2)	08/13/12-08/13/12	3	1:00	7A- ABC-Good Morning America		1							1	\$80.00	\$80.00	St Louis (KDNL)	GMA THIS IS A 60	8/6/12

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____ Date: _____

Comments: _____

CONFIRMATION CONTRACT

Rep Order# 9783853 Ver# 1 Status New
EC'd Yes

Traffic Order#

13509165

Printed: 08/06/2012 12:30 PM
Last Received: 08/06/2012 12:15 PM
Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL
Product JAY NIXON
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST STREET
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 08/07/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

JAY NIXON FOR GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/07-08/13	7A-9A	GMA	:30	\$40.00	TU-F,M	3	1	3	\$120.00
Rating: 1.0										
2	08/07-08/13	7A-9A	GMA	:60	\$80.00	TU-F,M	2	1	2	\$160.00
Rating: 1.0										
Buyline Comment: THIS IS A 60										

---REPORT TOTALS---

Report Totals: 5 / \$280.00

---SALES MONTHLY TOTALS---

Aug 12: 5 / \$280.00
Sales Totals: 5 / \$280.00
Station Totals: 5 / \$280.00
Lines not set/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$59,574

CABL 0% KDNL 0% KMOV 44% KPLR 0% KSDK 35%
KTVI 20% UNKN 0% WRBU 0%

---COMPETITIVE COMMENTS---

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2 of 2

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Product JAY NIXON
Estimate#
Buyer LISA CABANEL
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Agency () CAMPAIGN GROUP
1600 LOCUST STREET
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Books FEB12
Demos RA35+

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Lisa Cabanel,

being/on behalf of: Jay Nixon, a legally

qualified candidate of the Democratic political

party for the office of: Governor

in the Primary

election to be held on: August 7 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Jay Nixon For Missouri

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Craig Hosmer Tres

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title